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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20054

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)

Toll Free Service Access Codes)

CC Docket 95-155

REPLY COMMENTS OF MCI TELECOMMUNICATIONS CORPORATION

MCI Telecommunications Corporation, by counsel, pursuant to section 1.429 of the Federal Communications Commission's (Commission's) rules and regulations, 47 U.S.C. § 1.429, hereby submits these reply comments in the above-referenced proceeding.

The Commission asked for parties to refresh the record as to their position regarding the allocation of vanity numbers in the 888 service access code (SAC), as well as in future SACs. MCI herein responds to the comments of other parties on the following issues: (1) right of first refusal in SACs beyond 888; (2) trade name association with replicable numbers; and (3) exclusive personal and pager numbers SACs.

I. **RIGHT OF FIRST REFUSAL SHOULD EXTEND BEYOND 888**

US West Communications, Inc. (US West), Communication Venture Services, Inc. (CVS), and Sprint Communication Company. L.P. (Sprint) urge the Commission to hold that the right of first refusal should apply only to the first 888 SAC, and not to future SACs.¹ MCI opposes limitations on replication rights. Replication of numbers in future SACs decreases customer confusion, and the chances that end-users will misdial numbers when they remember

¹ See Further Comments of US West, p. 4; Comments of CVS, p. 1; Comments of Sprint p. 2.

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the vanity portion of the toll free number, but are unaware of the co-existence of the two SACs. Without the ability to replicate vanity numbers in future SACs, this pattern will continue throughout the release of future SACs. Allowing replication will reduce misdialed number costs, and allow businesses to prepare and implement marketing plans without fear of business losses due to customer confusion.

II. THERE SHOULD BE NO TRADE NAME LIMITATION ON VANITY NUMBERS

CVS argues that number replication should apply only to entities with “trade names protectable outside the scope of numbering, and which trade name is contained wholly within the number desired.”² CVS elaborates that a vanity number that is a generic term is not entitled to the same treatment as a vanity number that is not a generic term.³ Such a limitation on replication completely disregards the business reality that toll free numbers often correspond to products sold by a company, and not to the name of the company itself. Such numbers should not be treated differently than any other vanity numbers. Further, the value of a vanity number is not based on the generic nature of the word used, but on its successful marketing, which uses a memorable and easily recognizable generic word to represent the product. As such, those numbers are entitled to as much protection as numbers that wholly contain company names.

²Comments of CVS, p.1.

³ *Id.*

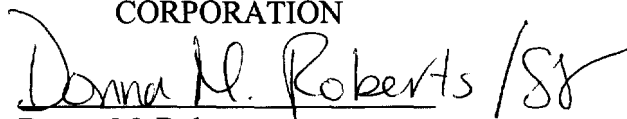
III. PAGER AND PERSONAL TOLL FREE NUMBERS SHOULD NOT BE SEPARATED FROM THE GENERAL POOL

New England 800 Company⁴ and ICB, Inc.,⁵ propose that all future personal and pager numbers be assigned a separate SAC, and that all personal and pager numbers currently in use be reassigned to that SAC in order to make available space for business use.⁶ Since many toll free numbers in existing SACs currently correspond to pagers, it is impractical to assign all the of the pager numbers to a SAC that will exhaust as soon as it is opened. The Commission should also reject this proposal because of the confusion that would be experienced by individuals, and the persons that call them, who have used the same number for many years.

WHEREFORE for the forgoing reasons, MCI requests that the Commission: (1) allow future replication rights beyond the 888 SAC, (2) allow replication for toll free numbers containing generic terms and; (3) decline to assign personal and pager numbers to a separate SAC.

Respectfully submitted,

MCI TELECOMMUNICATIONS
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A handwritten signature in dark ink, appearing to read "Donna M. Roberts / Sr", written over a horizontal line.

Donna M. Roberts

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⁴ See Comments of New England 800 Company, p. 2

⁵ See Further Comments of ICB, Inc. p. 7

⁶ MCI responds to these parties' comments with the understanding that they are limited to personal and pager numbers that are also vanity numbers.

CERTIFICATE OF SERVICE

I, John E. Ferguson III, do hereby certify that copies of the foregoing Reply Comments of MCI in the Matter of Toll Free Service Access Codes were sent, on this 28th day of July, 1997, via first-class mail, postage pre-paid, to the following:

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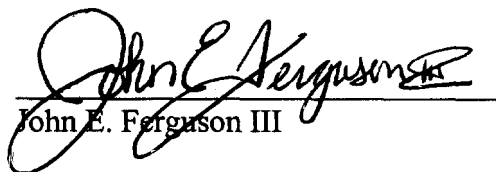
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